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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 28

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Vol. 109 No. 18

Broadcasting Oct 28

Technology state of the art
Council for Cable Information folds
Another record FM price—$44 million

STEPPING DOWN □ NTIA chief David Markey announces he will leave post; recommends Rodney Joyce as a successor. **PAGE 40.**

NEW COMPANY □ Carl Hirsch leaves Malrite to form new company which last week paid record $44 million for standalone FM in Los Angeles. **PAGE 41.**

CLOSING DOWN □ Council for Cable Information shuts down operation as MSO's withdraw financial support. **PAGE 43.**

NOVEMBER LINEUP □ Networks assemble specials, mini-series and movies for November sweeps period. **PAGE 44.**

STATE OF TECHNOLOGY □ In this multi-part special report, BROADCASTING looks at the forces, both human and mechanical, that are engineering the ongoing revolution in Fifth Estate technology, beginning with an overview of the players in the supercompetitive product marketplace. **PAGE 52.** Starting on **PAGE 56**, a panel of TV and radio group engineers expresses their views on industry changes and challenges. A look at the hot competition in electronic newsgathering begins on **PAGE 78.** New spectrum for AM means new decisions. **PAGE 82.** Boston is featured in a major-market case study of the state of TV stereo. Success and failure in the search for standards. **PAGE 87.** A satellite spin on electronic newsgathering. **PAGE 90.**

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SMPTE SHOW □ Society of Motion Picture and Television Engineers convention begins in Los Angeles this week. **PAGE 98.**

MAKING A SPLASH □ Disney's domestic television syndication arm readies movie package and anthology series of *Wonderful World of Disney* for distribution. **PAGE 103.**

ON THE MARKET □ CBS puts KMOX-TV St. Louis up for sale. **PAGE 110.**

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LBS should also be the first syndicator to offer one as a strip. *Amazing Stories* will be offered by MCA.

But *Darkside* is not the first anthology stripped for syndication. Orbis Communications is offering 100 episodes of the half-hour strip, *Tales of the Unexpected*, a British suspense anthology, for 1986. It is produced by Anglia TV. *Tales of the Unexpected* ran on Britain's ITV through last season in prime time.

Siegel said the expanded version of *Darkside* is LBS's only offering for late fringe (11:30 p.m.-1:30 a.m. on network affiliates, after 11 on independents). Late fringe is an area distributors and reps have pointed to as needing new programing, both for independents and affiliates, and one for which more syndicated offerings will be designed (BROADCASTING, May 6). And some sources speculate that the late-night "evergreen," *M*A*S*H*, may begin to show some ratings slippage.

Stars appearing on *Darkside* this season include Phyllis Diller, Abe Vigoda, Adolph Caesar and Darrin McGavin. Among the show's writers in the first two seasons was best-selling author Stephen King. Writers for the new episodes have not been chosen. Richard Rubenstien, George A. Romero and Jerry Golod will continue as executive producers. Half the show's episodes are produced in New York and half in Los Angeles.

This year saw the offering of two late fringe syndicated strips—*Comedy Tonight* (Orbis) and *Comedy Break* (Viacom). Additionally, a number of other weekly late-night offerings, including *Dick Clark's Nitetime* (King World), *Mad Movies with the L.A. Connection* (Four Star) and *FTV* (MCA), were introduced in syndication. □

Telepictures to offer million-dollar game show

Scheduled for launch early next year, show is being targeted for stations without 'Wheel of Fortune'

Telepictures has developed a new game show that its says contains the largest cash prize ever awarded, and is making the show available for a January 1986 launch.

Called *The Million Dollar Chance of a Lifetime*, the game show has already been cleared for access time periods on RKO-owned WOR-TV New York and KHJ-TV Los Angeles, in addition to Post-Newsweek Stations' WPLG-TV Miami. According to Telepictures executives, another 13 deals are pending and should be concluded this week.

Telepictures executives are positioning *Million Dollar Chance* as the game show to

NBC makes it three out of four

NBC took the fourth week of the prime time ratings by the widest victory margin this season, with a 19.4 rating and a 30 share. CBS had a 16.6/26 and ABC a 16.7/25 based on Nielsen's National Television Index for the week of Oct. 14-20.

Compared to last week, when baseball ratings were not particularly positive, the two final playoff games and the first two World Series games performed strongly. Two weeks ago, six prime time playoff games delivered a 16.8/27 average and only one nightly victory. Last week, four games delivered a 22.3/35, winning each night of programing in which they appeared.

Combined ratings, shares and HUT's were all up last week, compared to the same week a year ago. HUT levels were up 3%, from 62.1 to 63.9, for the same week last year. (That week last year was the first week after the 1984 World Series had ended.) Combined ratings were up 10%, from last year's 47.4 to 52.3, and combined shares were up 6%, from last year's 77.3 to 81.8.

NBC had five of the week's top 10 shows, and nine of the top 20; CBS had two of the top 10 and six of the top 20, and ABC had three of the top 10 and five of the top 20. In nightly wins, NBC took Monday through Thursday, CBS won Friday and ABC took Saturday and Sunday.

■ NBC won Monday on the strength of "Silent Witness," an *NBC Monday Night Movie* (22.5/33), which swept its 9 to 11 p.m. time period and ranked seventh for the week. From 8 to 9, *Scarecrow & Mrs. King* on CBS beat NBC's *TV Bloopers & Practical Jokes* by more than two ratings points.

■ ABC's strength so far this season on Tuesday night, made evident in the fourth week by the eighth-ranked *Who's the Boss* and the 13th-ranked *Growing Pains*, could not prevail against the sixth game of the *American League Championship* (20.3/31).

■ NBC took every half hour of Wednesday, with the fifth-ranked show, the seventh and deciding game of the *American League Championship*, which ran for the entire night to rate at a 23.1/36.

■ *The Cosby Show* led off the highest-rated night of programing for the week on Thursday (22.8/36). From 8 to 9:30, NBC had the first-, second- and fourth-rated shows.

■ CBS took Friday by winning the first two hours of the night with *Twilight Zone* (14.7/25) and *Dallas* (22.3/36). From 10 to 11, NBC's *Miami Vice* won both half-hours with a 19.9/34.

■ ABC took Saturday with the first game of the *World Series* (22.1/37). NBC's Saturday schedule, strong since the beginning of the season, ranked second with a combined average of 16.2/27.

■ On Sunday, baseball again carried the night, with the second game of the *World Series* delivering a 22.9/34. NBC and CBS tied for second for the night with 18.8 each.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	31.1/49
2.	Family Ties	NBC	28.1/43
3.	Murder, She Wrote	CBS	23.8/35
4.	Cheers	NBC	23.5/36
5.	Baseball, AL Champ. #7	NBC	23.1/36
6.	Baseball, World Series #2	ABC	22.9/34
7.	Silent Witness	NBC	22.5/33
8.	Who's the Boss?	ABC	22.4/35
9.	Dallas	CBS	22.3/36
10.	Baseball, World Series #1	ABC	22.1/37
11.	Jeannie 16 Years Later	NBC	21.4/32
12.	Night Court	NBC	21.3/33
13.	Growing Pains	ABC	21.0/31
14.	Baseball, AL Champ. #6	NBC	20.9/32
15.	Dynasty	ABC	20.6/31
16.	Kate & Allie	CBS	20.5/29
17.	Knots Landing	CBS	20.2/33
18.	Miami Vice	NBC	19.9/34
19.	Simon & Simon	CBS	19.8/30
20.	60 Minutes	CBS	19.6/31
21.	Country Music Awards	CBS	19.5/30
22.	Moonlighting	ABC	19.4/28
23.	Promises to Keep	CBS	19.0/29
24.	Football, Miami-N.Y. Jets	ABC	18.9/29
25.	Golden Girls	NBC	18.6/30
26.	Scarecrow & Mrs. King	CBS	18.4/27
27.	Football—7-7:48 p.m.(Sun.)	NBC	18.2/31
28.	Falcon Crest	CBS	17.8/30
29.	Crazy Like A Fox	CBS	17.8/26
30.	Hotel	ABC	17.5/28
31.	227	NBC	16.9/27
32.	AL Champ. Pregame #7	NBC	16.7/29
33.	Facts of Life	NBC	16.5/28
34.	Hill Street Blues	NBC	16.5/27
35.	TV Bloopers & Practical Jokes	NBC	16.3/24
36.	20/20	ABC	15.3/25
37.	Hunter	NBC	15.2/26
38.	Amazing Stories	NBC	15.2/23
39.	AL Champ. Pregame #6	NBC	14.9/25
40.	World Series Pregame #2	ABC	14.9/24
41.	Magnum, P.I.	CBS	14.9/23
42.	Gimme a Break	NBC	14.8/25
43.	Twilight Zone	CBS	14.7/25
44.	Alfred Hitchcock Presents	NBC	14.7/21
45.	Equalizer	CBS	14.4/23
46.	World Series Pregame #1	ABC	14.3/36
47.	The Insiders	ABC	14.2/22
48.	Trapper John, M.D.	CBS	13.8/22
49.	Football, Postgame (Sun.)	NBC	13.6/23
50.	Webster	ABC	13.2/23
51.	Knight Rider	NBC	13.1/23
52.	Thirteen at Dinner	CBS	12.8/21
53.	Airwolf	CBS	12.7/21
54.	Hardcastle & McCormick	ABC	12.3/18
55.	Misfits of Science	NBC	12.2/20
56.	Charlie & Company	CBS	12.2/18
57.	George Burns Comedy Week	CBS	12.1/18
58.	Mr. Belvedere	ABC	12.0/20
59.	Stir Crazy	CBS	11.2/18
60.	Diff'rent Strokes	ABC	11.0/18
61.	Benson	ABC	10.4/17
62.	Ripley's Believe It Or Not	ABC	10.3/17
63.	Our Family Honor	ABC	10.1/16
64.	Lady Blue	ABC	10.0/15
65.	Spenser: For Hire	ABC	8.7/15
66.	Hometown	CBS	7.9/12
67.	Fall Guy	ABC	6.9/11

*indicates premiere episode

seek 90.7 mhz with engineering data to be submitted in amendment. Address: Campus Box B-3, University of Colorado, 80309. Principal is educational institution headed by Dr. Roy H. Shore. It has no other broadcast interests. Filed Oct. 1.

■ Warner Robbins, Ga.—Warner Robbins Christian Academy seeks 90.5 mhz; 10 kw; HAAT: 121.5 ft. Address: 2601 Watson Blvd., 31056. Principal is nonprofit corp. headed by Robert A. Woolsey. It has no other broadcast interests. Filed Sept. 24.

■ Big Lake, Tex.—Charles W. Bowles seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: 1st & Florida Sts., 76932. Principal has interest in, and is general manager of, KWGH(AM) Big Lake, Tex. His brother, Jim Bowles, owns KPOS(AM) Post, Tex. Filed Sept. 23.

Facilities Changes

Applications

AM's

Tendered

■ WKEA (1330 khz) Scottsboro, Ala.—Seeks CP to add night service with 500 w; install DA-N, and make changes in ant. sys. App. Oct. 21.

■ KSTR (620 khz) Grand Junction, Colo.—Seeks CP to add night service with 1 kw and make changes in ant. sys. App. Oct. 17.

■ WAFC (590 khz) Clewiston, Fla.—Seeks CP to add night service with 500 w and make changes in ant. sys. App. Oct. 18.

■ WLGC (1520 khz) Greenup, Ky.—Seeks CP to increase power to 9 kw. App. Oct. 15.

■ KUBR (1210 khz) San Juan, Tex.—Seeks mod. of CP to increase day power to 50 kw; change TL, and make changes in ant. sys. App. Oct. 15.

Accepted

■ KHYT (1330 khz) South Tucson, Ariz.—Seeks CP to change TL. App. Oct. 16.

■ KMBD (760 khz) Thornton, Colo.—Seeks MP to change TL and make changes in ant. sys. App. Oct. 16.

■ WLMV (1030 khz) Vernon Hills, Ill.—Seeks MP to change TL and make changes in ant. sys. App. Oct. 17.

FM's

Tendered

■ *KHSU-FM (90.5 mhz) Arcata, Calif.—Seeks CP to change HAAT to 1,450 ft. App. Oct. 15.

■ *KGNZ (88.1 mhz) Abilene, Tex.—Seeks mod. of CP to change HAAT to 62 ft; change tower height to 132 ft., and replace ant. App. Oct. 15.

Accepted

■ KAVV (97.7 mhz) Benson, Ariz.—Seeks CP to change TL; change ERP to .63 kw, and change HAAT to 589 ft. App. Oct. 15.

■ KAWA (105.9 mhz) Kingman, Ariz.—Seeks mod. of CP to change TL; change ERP to 24.6 kw, and change HAAT to 3,678 ft. App. Oct. 16.

■ KSOL (107.7 mhz) San Mateo, Calif.—Seeks CP to install aux. sys. App. Oct. 16.

■ KIKX-FM (102.7 mhz) Manitou Springs, Colo.—Seeks mod. of lic. to install new transmission sys. App. Oct. 17.

■ WAFL (97.7 mhz) Milford, Del.—Seeks CP to change HAAT to 328 ft. App. Oct. 15.

■ WCGQ (107.3 mhz) Columbus, Ga.—Seeks CP to change HAAT to 1,011 ft. App. Oct. 15.

■ WEZB (97.1 mhz) New Orleans—Seeks CP to change TL and change HAAT to 998.53 ft. App. Oct. 16.

■ KWKH-FM (94.5 mhz) Shreveport, La.—Seeks CP to change TL and change HAAT to 1,107.4 ft. App. Oct. 15.

■ *WHCF (88.5 mhz) Bangor, Me.—Seeks mod. of CP to change ERP to 79.21 kw and change HAAT to 1,603.92 ft. App. Oct. 16.

■ WTKS (102.3 mhz) Bethesda, Md.—Seeks CP to change ERP to 1.35 kw. App. Oct. 16.

■ WICO-FM (94.3 mhz) Salisbury, Md.—Seeks CP to change HAAT to 328 ft. App. Oct. 15.

■ KFUO-FM (99.1 mhz) Clayton, Mo.—Seeks CP to change TL and change HAAT to 1,009 ft. App. Oct. 16.

■ KESM-FM (105.5 mhz) El Dorado Springs, Mo.—Seeks mod. of CP to change HAAT to 188 ft. App. Oct. 16.

■ *KCEP (88.1 mhz) Las Vegas—Seeks CP to change ERP to 10 kw. App. Oct. 16.

■ WROW-FM (95.5 mhz) Albany, N.Y.—Seeks CP to change ERP to 12 kw. App. Oct. 15.

■ *WITR (89.7 mhz) Henrietta, N.Y.—Seeks mod. of lic. to install new transmission sys. App. Oct. 17.

■ KWCB (94.3 mhz) Floresville, Tex.—Seeks CP to change TL and SL to 1905 10th St., Floresville, and change HAAT to 300 ft. App. Oct. 17.

■ KIXS-FM (93.3 mhz) Killeen, Tex.—Seeks mod. of CP to change TL; change ERP to 100 kw, and change HAAT to 1,968 ft. App. Oct. 17.

■ WBDY-FM (106.3 mhz) Bluefield, Va.—Seeks mod. of CP to increase ant. height by 28 ft. App. Oct. 15.

TV's

Accepted

■ WAWS (ch. 30) Jacksonville, Fla.—Seeks CP to change ERP to vis. 5,000 kw, aur. 508 kw and change HAAT to 991 ft. App. Oct. 15.

■ KICI-TV (ch. 20) Iowa City—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 519 ft., and change TL. App. Oct. 15.

Actions

AM's

■ WBUL (1470 khz) Fort Knox, Ky.—Granted app. to change city of lic. to Shepherdsville, Ky.; change power to 2.5 kw; install DA-D; change TL, and make changes in ant. sys. Action Oct. 7.

■ WKBC (810 khz) North Wilkesboro, N.C.—Granted app. to change freq. to 800 khz. Action Oct. 7.

■ WWLS (640 khz) Moore, Okla.—Dismissed app. to make changes in ant. sys. Action Oct. 7.

■ WABA (850 khz) Aguadilla, P.R.—Granted app. to increase day power to 5 kw, increase night power to 1 kw, and change to non-DA. Action Oct. 7.

Summary of broadcasting as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KONP (1450 khz) Port Angeles, Wash.—Granted app. to increase power to 1 kw. Action Oct. 10.

FM's

■ WZEW (92.1 mhz) Fairhope, Ala.—Granted app. to change HAAT to 288.64 and make changes in ant. sys. Action Oct. 4.

■ *WVUA-FM (95.1 mhz) Tuscaloosa, Ala.—Granted app. to change vertical polarization. Action Oct. 9.

■ KAWA (95.3 mhz) Kingman, Ariz.—Dismissed app. to change ERP to 24.6 kw; change HAAT to 3,678 ft., and change TL. Action Oct. 1.

■ KROK (92.1 mhz) De Ridder, La.—Granted app. to change ERP to 1.2 kw and change HAAT to 505.12 ft. Action Oct. 9.

■ KHOM (104.1 mhz) Houma, La.—Granted app. to change TL and change HAAT to 1,954 ft. Action Oct. 9.

■ WCKW (92.3 mhz) La Place, La.—Granted app. to change TL and change HAAT to 1,954 ft. Action Oct. 9.

■ *WFAE (90.7 mhz) Charlotte, N.C.—Granted app. to change TL; change HAAT to 390.32 ft., and make changes in ant. sys. Action Oct. 8.

■ KUPL-FM (98.5 mhz) Portland, Ore.—Granted app. to change ERP to 100 kw and change HAAT to 1,104 ft. Action Oct. 9.

■ KLRZ (94.9 mhz) Provo, Utah—Granted app. to change TL. Action Oct. 9.

■ *WHLA (90.3 mhz) La Crosse, Wis.—Granted app. to change ERP to 100 kw. Action Oct. 9.

TV's

■ WYZZ-TV (ch. 43) Bloomington, Ill.—Granted app. to change ERP to vis. 1,112 kw, aur. 112 kw and change HAAT to 965 ft. Action Oct. 7.

■ KMSO-TV (ch. 17) Missoula, Mont.—Granted app. to change ERP to vis. 300 kw, aur. 30 kw and change HAAT to 263.7 ft. Action Oct. 7.

In Contest

Review board made following decision

■ Baltimore (United Broadcasting Co. of Eastern Maryland Inc. and SRW Inc.) FM proceeding. Granted joint petition for approval of agreement and granted app. of United Broadcasting for renewal of WYST-FM Baltimore; dismissed app. of SRW, and terminated proceeding. By order, Oct. 8.

ALJ Joseph Chachkin made following decisions

■ New York (City of New York Municipal Broadcasting System, et al) AM proceeding. Granted motion for partial summary decision by Long-Pride Broadcasting Co. and resolved section 73.24(j) and air hazard issues in its favor and severed from proceeding apps. of Long-Pride and Musical Heights Inc., conditionally granting their apps. for AM facilities in Charlotte, N.C., and Frederick, Md., respectively. By MO&O, Oct. 9.

■ Conroe, Tex. (Jack Clarke III, et al) TV proceeding. By separate MO&O's: granted Brokinrod Broadcasting Co.'s motion to enlarge issues against Luis Y Nelida Castaneda to determine whether Castaneda can effectuate proposed operation with proposed staff; granted Brokinrod's motion to enlarge issues against San Jacinto Television Corp. to determine: whether San Jacinto has sufficient funds to prosecute its app. and construct and operate its proposed station; whether it engaged in misrepresentation or lacked candor in certifying its financial qualifications; whether it violated rules by failing to report that Timothy Crosby intends to divest his interest in San Jacinto in event of grant of another pending television station app. in San Antonio, Tex., and in light of issues, the effect thereof on San Jacinto's qualifications to be commission licensee. By MO&O's, Oct. 8

ALJ John H. Conklin made following decision

■ Mobile, Ala. (Mobile TV 61 Inc.) TV proceeding. Upon resolution of air hazard issue, granted app. of Mobile TV 61 for new TV station in Mobile, Ala. Only other applicant, South Alabama Telecasters, withdrew itself from proceeding. By initial decision, Oct. 8.

ALJ John M. Frysiak made following decisions

■ Lake Worth, Fla. (Lake Worth Broadcasting Corp. and Hispanic Broadcasting Inc.) TV proceeding. Granted petition for partial reconsideration and classification by Hispanic, rescinded portion of MO&O released Sept. 6 granting Hispanic's app., and retained that app. in hearing status